**GOVERNMENT OF ANDHRA PRADESH**
**ABSTRACT**

Energy, I&I and CRDA Dept. - Sri A. Chandra Sekhara Reddy, Executive Director/General-CC/APTRANSCO and Chief Executive Officer (CEO), State Energy Conservation Mission, Government of Andhra Pradesh, also designated as Media Advisor to Energy, I&I and CRDA Department - Orders – Issued.

---

**Energy, Infrastructure & Investment (OP.A3) Department**

G.O.Rt.No.125 Dated 14.09.2016.

Read:

Note from the Principal Secretary to Government dt.30.08.2016.

@@@@

**ORDER:**

In the reference read above, it is stated that the Department of Energy, I&I and CRDA has taken up prestigious Projects such as Ports, Airports, Gas, Fiber and most importantly the construction of a World Class Capital City Amaravati. The above projects are a mirror to the vibrant economic growth of Andhra Pradesh and also provide a global platform for investments. These projects play a crucial role in improving the image of the State of Andhra Pradesh.

As a result, there is an urgent need to popularise these projects more effectively and further improve the "Brand Image of sunrise State of Andhra Pradesh. The Department of Energy, I&I and CRDA requires an Effective Communication Strategist to disseminate valuable information on various developmental activities of the Government to the beneficiaries/end users through national and international agencies of print, electronic and social media.

Sri A. Chandra Sekhara Reddy, CEO, SECM, who has rich experience of more than two decades in handling the media in various departments, Govt. of AP and is implementing the communication strategy on various programmes of Power Sector such as 24x7 Power For All Scheme, Development of Green Power including Energy Conservation & Energy Efficiency programmes very effectively.

P.T.O

Government after careful examination, hereby designate Sri A. Chandra Sekhara Reddy, Executive Director/General-CC/APTRANSCO and Chief Executive Officer (CEO), State Energy Conservation Mission, Government of Andhra Pradesh, as Media Advisor in addition to his original duties of CEO/SECM and he is also instructed to look after communication, media and public relations activities of Energy, I&I and CRDA Department.

The Chief Executive Officer (CEO), State Energy Conservation Mission, Hyderabad shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**AJAY JAIN**
**PRINCIPAL SECRETARY TO GOVERNMENT**

To
Sri A. Chandra Sekhara Reddy, CEO, SECM, Vidyut soudha , Hyderabad.

Copy to:
The CMD, APTRANSCO, Hyderabad.
The MD, APGENCO, Hyderabad.
The CMD, APEPDCL, Visakhapatnam.
The CMD, APSPDCL, Tirupati.
The VC&MD, INCAP, Hyderabad.
The VC&MD, NREDCAP, Hyderabad.
The Secretary, APERC, Hyderabad.
The Prl. Secy. to C.M.
The P.S. to Chief Secy. to Government.
The P.S. to Prl. Secy. to Government, Enrgy, I&I and CRDA Department.
The Principal Secretary, MA & UD Department,
The Commissioner, APCRDA, Vijayawada.

// Forwarded By Order //

SECTION OFFICER